

Economic Development and Technology Transfer

**Economic Development
Appropriations Subcommittee
February 19, 2009**

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Business and Community Services

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Regional Business Center
Business Development & Incubation

Today's Presentation

- UNI's Economic Development Outcomes
- Grow Iowa Values Fund Program Updates
- Entrepreneurship – MyEntreNet
- State Supported Economic Development Programs

UNI Economic Development Outcomes

Economic Development Contributions-2008

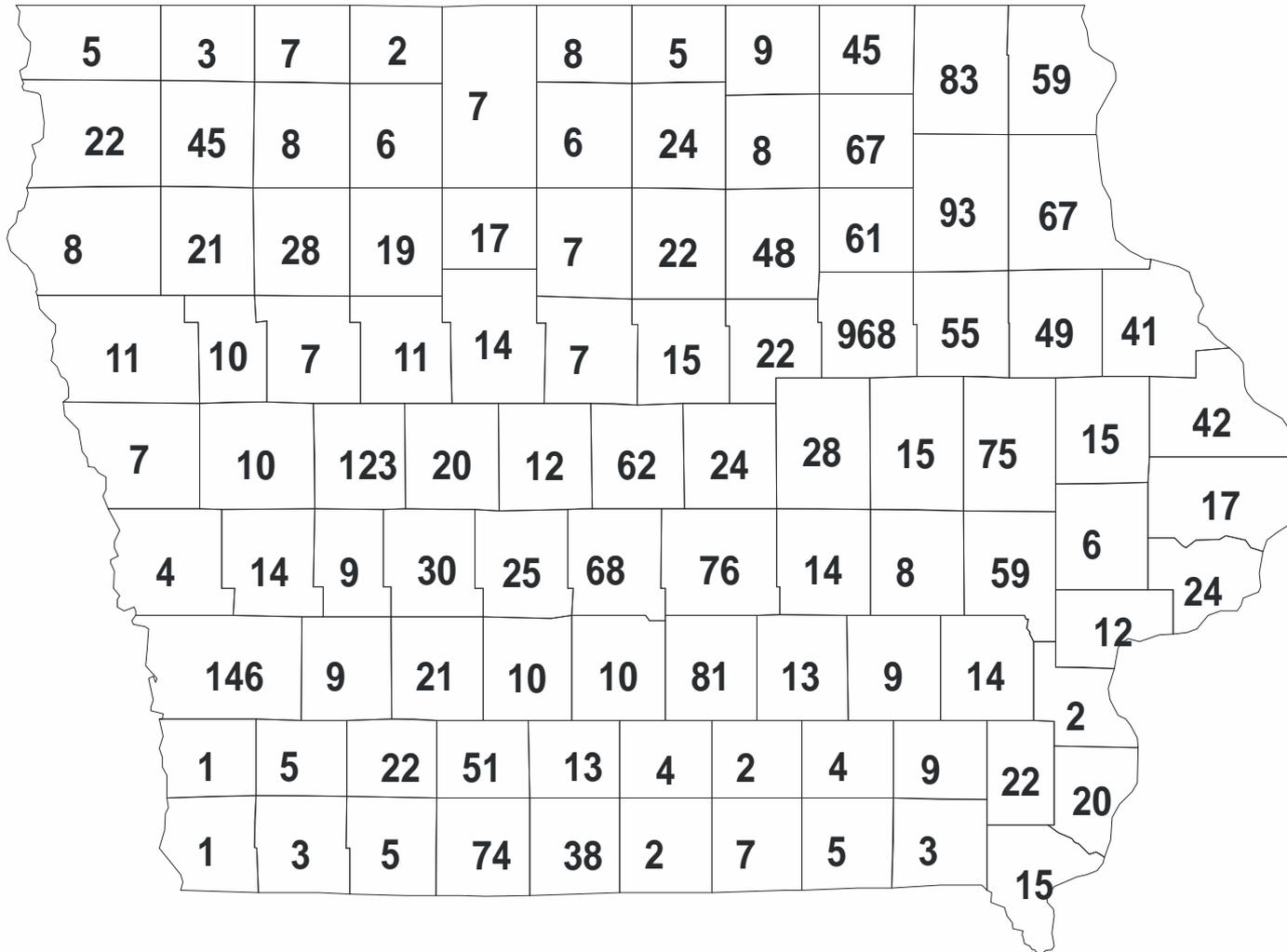
- 3,500 Businesses and Organizations Assisted
- Active Project in all 99 Counties
- 45 New Community Partners Assisted in Local Development Efforts
 - 627 Communities or Counties Assisted since 1987
- 335 Environmental On-site Reviews
 - 4,155 On-Site Reviews

UNI Economic Development Outcomes

Economic Development Contributions (continued)

- **78** Training Workshops for **917** Business Professionals in FY 2008
- **191** Faculty and **2,520** Students Participated in Outreach Activities
- Each State Dollar Invested Leveraged nearly **\$6** in Federal Grants and Private Sources

BCS Clients by County 2008





FY 2009 Grow Iowa Values Fund

Five Projects at UNI – \$760,000

- Technology Transfer and Business Incubation – \$256,000
- Entrepreneurship – \$160,000
- Market Research – \$80,000
- Regional Development – \$104,000
- National Ag-based Lubricants – \$160,000

Grow Iowa Values Fund

- Provides Critical Support to UNI's Economic Development and Tech Transfer Efforts
 - Growing Pipeline of Intellectual Property
 - Increased New Venture Starts and Expansions
 - Support for Disaster Recovery
 - Enhancing Regional Development
 - Biobased Products – Research and Testing
- Leverages Federal Funding, Grant Support and Private Sector Support



Technology Transfer & Business Incubation

Building a Pipeline of Intellectual Property – 2008

- 16 Disclosures
- 8 Patents Applications
- 14 Advanced Research Projects – Grow Iowa Values and Battelle
- All Grow Iowa Values Fund Projects have Disclosed
- 3 License Agreements in Negotiation





Technology Transfer & Business Incubation

- New Business & Community Services Building
- Innovation Incubator Open – 5 New Companies
 - First Graduate
- Student Business Incubator Full
 - Top 25 Global Award
- 79 New Ventures or Expansions – MyEntreNet and Incubators
- 321 New Jobs



Market Research

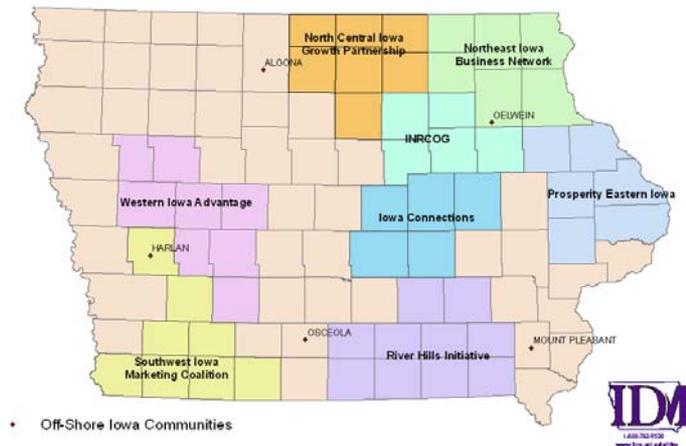
- 6 Phase I Research Projects
 - Intellectual Property
- 6 Market Research Projects
 - Iowa Companies
- 3 Market Research Plans
- 16% Increase in Sales



Regional Development

- 6 Regional Projects
- 1 Virtual Region
- Increased Marketing Leads from 25 to 69
- Developed Regional Metrics with Iowa Department of Economic Development
- Lay-off Aversion – Response Program (IWD-IDED)

IDM Regional Involvement



National Ag-Based Lubricants

- Biobased Lubricants and Biofuel Testing – Research
- 40 Biolubricant Products
- Move to Tech Works and Expansion
- State Support Needed to Leverage DOE Support





MyEntreNet

A Rural Entrepreneurship Development System

Community Development Focus

MyEntreNet provides a comprehensive, holistic approach to entrepreneurial development by first building capacity in communities to support small business.

Advanced interactive web technologies

MyEntreNet hosts an award winning online community for Iowa entrepreneurs - linking entrepreneurs with education, networking and capital. www.myentre.net

Partners with existing service providers statewide

MyEntreNet makes good use of our scarce state resources by creating collaboration, not duplication, between Iowa service providers.

Engagement

MyEntreNet engages entrepreneurs for the life of their business- we touch them not once, but six times annually. We share what we learn with stakeholders.

MyEntreNet

- More than 2,900 Iowa entrepreneurs engaged (listserv, www.myentre.net)
- 704 FTE jobs
- 331 New or Expanded Small Businesses
- \$35,171,852 Commercial/Equity Investment

The Plan for 2008-2009

- Develop and Market New Online Community Statewide
- Add more Regions

EF5 Tornado Hits Parkersburg

- How many businesses affected?
- How do we effectively serve them?
- How to maximize resources?



Disaster Recovery in Parkersburg

- 110 businesses contacted
- Community meeting
- Most critical needs identified
 - 1:1 technical assistance
 - Short term financial relief



Disaster Recovery in Parkersburg

- UNI SBDC Tent
 - On Site Consultant
- USDA Loan Fund for Butler County
 - \$100,000 no interest loan



Contact with Businesses

- Email listserv
- Phone calls
- Community meetings
- Master Calendar



MyEntre.Net
DREAM BIG. GROW HERE.

Classes and Workshops 2008

<p>April</p> <p>2 - ServSafe (Food Safety Certification Short Course, ISU Extension)</p> <p>7 - UNI MyEntreNet Webinar*, 12:00 - 1:00PM, "Making your Business Newsworthy"</p> <p>7 - UNI MyEntreNet Webinar*, 7:00 - 8:00PM, "Making Cents of Financials"</p> <p>10 - UNI MyEntreNet Webinar, 12:00 - 1:00PM, "How to Properly Hire and Fire Employees"</p> <p>14 - UNI MyEntreNet Webinar*, 7:00 - 8:00PM, "Recruiting/Retaining Good Employees"</p> <p>15 - Microsoft Power Point 2003 Level 1 (First Session), 6:00 - 8:00PM (SWCC)</p> <p>17 - UNI MyEntreNet Webinar*, 12:00 - 1:00PM, "Where's the Exit?"</p> <p>17 - Microsoft Power Point 2003 Level 1 (Second Session), 6:00 - 8:00PM (SWCC)</p>	<p>21 - UNI MyEntreNet Webinar*, 7:00 - 8:00PM, "The eBay Way"</p> <p>22 - Maintaining & Growing Your Online Business, 6:00 - 8:00PM, Supertel Inn & Conference Center</p> <p>22 - Microsoft Power Point 2003 Level 2 (First Session), 6:00 - 8:00PM (SWCC)</p> <p>24 - Microsoft Power Point 2003 Level 2 (Second Session), 6:00 - 8:00PM (SWCC)</p> <p>24 - UNI MyEntreNet Webinar*, 12:00 - 1:00PM, "Four Great Ways to Grow Your Business"</p> <p>28 - UNI MyEntreNet Webinar*, 7:00 - 8:00PM - "Preparing your Business for the Next Generation"</p> <p>29 - Microsoft Access 2003 Level 1 (First Session), 6:00 - 8:30PM (SWCC)</p> <p>May</p> <p>1 - Microsoft Access 2003 Level 1 (Second Session), 6:00 - 8:30PM (SWCC)</p>	<p>6 - Microsoft Access 2003 Level 1 (Third Session), 6:00 - 8:30PM (SWCC)</p> <p>8 - Microsoft Access 2003 Level 2 (First Session), 6:00 - 8:30PM (SWCC)</p> <p>13 - Women and Philanthropy Workshop, 8:00AM - 3:30PM (ISU Extension)</p> <p>13 - Networking Event, "Retail Window Display," 6:30 - 8:00PM, Supertel Inn & Conference Center</p> <p>13 - Microsoft Access 2003 Level 2 (Second Session), 6:00 - 8:30PM (SWCC)</p> <p>15 - Microsoft Access 2003 Level 2 (Third Session), 6:00 - 8:30PM (SWCC)</p> <p>21 - ServSafe Food Safety Certification Short Course (ISU Extension)</p> <p>June</p> <p>24 - Networking Products/Services Fair: Display of Local Products/Services, 6:30 - 8:00PM, Supertel Inn</p>
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*To participate in MyEntreNet webinars, go to the MyEntreNet Website at www.myentre.net and log in. Then, simply click "Webinar" located on the compass at the left side of your home page. (If you haven't already done so, you will need to fill out a brief registration form to access MyEntreNet.)

—For information about classes offered by Southwest Community College, call the Creston campus at 641-782-7081.

—For information about classes offered by ISU Extension, call the Creston Field Office at 641-782-8426.

WWW.MYENTRE.NET



Greene, June 9

Waverly, June 10



Community Meeting and Listserv

- Waverly 72
- Green 43
- Cedar Falls 85
- Waterloo 97

800 Today



Greetings!

Disaster Recovery Webinars

As of this writing, the count is now 84 of Iowa's 99 counties that are under a state disaster declaration, with 10 counties also included under a federal proclamation. Hundred's of businesses received direct flooding and tornados, but hundreds more will likely experience economic distress as a result. To help provide answers on what is available for local, state and federal aid, who to call, and how to stay on its feet, and as a venue to talk with other affected business owners, we are offering a series of webinars on MyEntreNet, and will continue offer them until no longer needed. Go to www.myenter.net Recovery Forum' link to participate.

Webinars

- June
 - Daily Webinars
- July
 - Weekly Webinars
 - Featured business owners & consultants from other disasters



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MyEntre.Net

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Webinars



Members



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Services I Need



Find Money



Lend Money

Helping your dreams become reality...

Welcome to MyEntreNet- a community of entrepreneurs and service providers who live, grow, learn and share online and at home. Here, you'll find respect, trust and celebration for the hard work you do everyday. Here, you'll find others who work long hours, wear many hats and face the same kinds of tough decisions you do. Here, you'll find service providers who really care about your success. Join us each week for live, interactive Webinars, check out the Master Calendar to see what kinds of networking and educational events are happening in your town or talk to a business expert in one of nine keys areas of business expertise. You're passionate about your business and we're passionate about you. Dream Big, Grow Here. Welcome!

< **Roll over** the items on the left to read more about what we offer...

Webinars

Free Market Research Tools on the Net

posted: 02.04.09

Author: **Jessica Rich**

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5,000 by 2011

Mike Swanson

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Industry: Construction

Location: Cedar Falls, IA

Birth Date:

Education: Bachelor Degree

About Me

My name is Mike Swanson. I am a contractor working in Waterloo Iowa. Over the past ten years I have done a lot of home repair. I am happily married with two young children.

What inspired you to become or work for an entrepreneur?

I started working in the construction industry back when I was in high school and then part-time continued working my construction job for a year or two. After working under my boss at the time, I talked to my boss about it, and he said he would help me start up, but only on two conditions. I needed to throw some work his way when times got tough. I agreed and he served as my mentor. It was a great business opportunity. My boss was getting up there in age, and decided that he was ready to retire. His dedication to trying to make it work. He offered to sell me his business, so I took him up on the offer.

Share your greatest business challenge and how you overcame it?

There have been a lot of challenges along the way. It seemed as though the challenges were necessary paperwork- bookkeeping and licensing in particular. After I had owned my business for a while, I was running into the problem of some of my employees not showing up for work and embarrassing myself. Needless to say it was not as easy as I thought it would be. He had been working for me for a long time, so I had to change my whole hiring strategy. I not only increased my payroll for my employees, but I made sure they were getting work and getting the job done on time. The employees respected my more firm stance on no late wages in the area for construction. Sure there were other problems that cropped up along the way, but I was able to achieve the outcome that I wanted in terms of having them show up on time.

Year End Surveys

*400 Responses
Published Report in March*





Programs Receiving State Economic Development Appropriations

- Institute for Decision Making
- Metal Casting Center
- MyEntreNet

Institute for Decision Making

- Hands-on Assistance for Local Development Groups for more than 20 Years
- 45 New Partners and 627 Communities Served
- Provide Important Economic Development Services
 - Economic development planning, targeting, and marketing
 - Regional development and collaboration
 - Linkage to clusters and other applied research
 - Workforce assessments
 - Disaster recovery

Institute for Decision Making

- IDED-LOIS Data
- IWD-Laborshed Model Updates
- IWD-Cluster Analysis
- Utilities – Economic Impact
- Heartland Economic Development Course



- Leading Foundry-based research and materials facility in the United States
 - Pilot Plant Capability



Metal Casting Center

- Assistance to Iowa Foundries
 - Testing, research and training
 - Increased productivity for metal casting industry (reducing foundry waste, process efficiencies)
- Industry Partners
 - 64 Iowa Foundries – support 75%
 - Assist top 36 foundry suppliers
- Biobased Binders

Summary

- Grow Iowa Values Building IP Pipeline
- Capacity for Technology Transfer Expanded
- New Ventures Starting
- Entrepreneurship System is Growing and Maturing
- Comprehensive Program
 - Including Existing Industry & Local Development
- Leveraging State Funding



Randy Pilkington

Business and Community Services

Maureen Collins-Williams

Regional Business Center/MyEntreNet

www.bcs.uni.edu